

Performance of women in MSMEs during pandemic COVID 19 in India. Strategies for Developing Handicraft sector with Artisan as Entrepreneur

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Abstract: The purpose of this paper is to examine the performance of women in micro small and medium enterprises during post-pandemic covid 19 and Strategies for the development of handicraft artisan to make them entrepreneurs because women are workers but want to be entrepreneurs. In a pandemic situation, most migrant people became jobless or removed by organizations and returned to their homes. Their hands are empty with money. So in that situation, women involved in handmade products at their home Emerged as Earner and Family supporters as well as by making masks they helped people and in growing GDP of countries. In this paper, we have tried to provide the important Strategies for starting a new Innovative Entrepreneurship or New start-Up to foster the Indian economy and stand the women, their Communities, weaker section. The objective of this paper is to develop entrepreneurial capacity in women artisan for development of handicraft (MSME) sector and enhance the Handicrafts Sector to Solve the Challenges and create Opportunity due to large engagement of women and their family in MSME special handicraft sector in textile this is sometimes called Handomen sector. So the author has tried to suggest some strategies called hand omen strategies for these Artisan, Workers to Boost up the Indian Economy and be Atma Nirbhar India. So that women may Empower themselves.

Keywords: *Atmnirbhar Bharath, Strategies, Handicraft, COVID-19, Entrepreneur, Handymen*

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Introduction

Micro, small, and medium enterprises (MSMEs) are playing a very important role in the economic development as well as acting as an important source of livelihood for around 111 millions of Indians and in the MSME sector, most of the women are engaged in making a handmade product called handicraft product. India is a mega diverse country on the map of the world, and there is a different culture, tradition, living pattern, dressing sense, utilization of daily use product that is reliable for rural and tribal people of India. Mainly we are focussing on rural people, especially on women and tribal people because our handicraft work is hereditarily related to the people's daily life and is significant source of income generation and Indian prosperity. However, due to the significant accessibility and availability of abundant natural resources in our country and favourable climate, the art of agribusiness most population is involved in MSME and this specially handicraft sector. They are a vital source of gainful non-farm employment for people, particularly those living in rural areas. According to the Ministry of Micro small and medium enterprises, the sector absorbs near about 111 million workers and is the second-largest job creator after agriculture. Being a highly unorganized sector consisting of a large number of micro-sized units, the sector is highly prone to the economic crisis. The lockdown, which was declared in the last week of March 2020 owing to the spread of COVID-19

and continued till 3 May 2020, considerably impacted the economic activities of MSMEs. But in MSME handicraft sector has bad performance during a pandemic and is currently good job providing sector for local talent and unskilled labor, migrated worker that returned their home during lockdown.

India and more than 130 countries are suffering from COVID-19 Pandemic disease first second and third wave of COVID 19 from March 2020 to May 2021 and different mutant Delta and Kappa variant and from a variant of interest VOI to a variant of concern VOS. In this period there were multiple lockdowns the economic recovery shape turned as W shape and has become a big challenge for the world. Handicraft sector (MSMEs) can provide opportunities and have the capability to solve the migration problem of people specially women from country to country, state to state by providing Local level job and creativity *hunnar*. This also provides a great opportunity to make the Artisans as Entrepreneur and improve the social, economic situation of rural, weaker section, unorganised worker and tribal people of world. In case of India because these people are facing huge challenges during lockdown period and stay at their home and hands are empty without money and jobs. We have to think to create our endogenous and local Talent and Traditional and heritage art and craft which are Sustainable, Eco-friendly and providing local market to Handicraft Sector that can make India to be an *Atmanirbhar Bharat* and *Vocal for Local* slogan of India. Strategies for development of handicraft for welfare of Artisans, women, their social, economic justice and better labour relations can play a vital role in this sector. SHG or community base Entrepreneur can form group and sale, at large scale within the country and even at global level.

There has been destroyed the option of job in India and even in other countries, no want to give job to migrated people in their country in that situation. Local skilled handicraft sector has evolved as job providing, skill enhancing as entrepreneur in new era and boosting the economy of our country and this time Indian handicraft sector has provided many benefits to country and its people, first local job to jobless worker, stopped the migration, helped in sustainable development, improving income situation and boosting economy to conserve Indian heritage, art and craft skill of our country. Handicrafts are the product made by hand, often with the use of simple tools and generally artistic and traditional. It is some time in a current scenario called *Handomen craft* (Women handicraft) because most of the handicraft product is related with women artisan. Women have an apex role in Handicraft sector with rich Indian cultural heritage of the country. This sector has a strong potential to provide massive employment of rural labour. However, it is now facing several problems, and significant competition with Machine-made, Electronic products and in front of technology in era of Artificial Intelligence. There is an increasing situation of Jobless growth and unemployment in rural, tribal people.

According to *Kaviani, M.A. et al (2020)²²*. The COVID-19 pandemic has also resulted in disruptions global supply chain, due to closing of manufacturing and handmade industry plants, demand spikes specifically in essential commodities disruptions. India is developing country and its economy mostly depend on agricultural, and its allied industries that are agribusiness industries (by agribusiness we mean collective business activities that are performed connected to agriculture and its base from farm to fork). It includes Textiles, Carpet, Zari Zardonji, Chikankaari, Bamboo product industry, paper and Wood, gond industry, Moonj product of Prayagraj, Shazar in Banda, Pottery industry, Beendi industry, Fish scale product, Coral and seep or Pearl industry in Coastal area, leather product, silk, handicrafts, and other small scale industries. Micro, small, and medium enterprises which are the socio-economic backbone of most countries that are developing and depend on agriculture on global map (*Jafari-Sadeghi et al., 2020²¹*), have been intact affected by the COVID-19 pandemic. COVID-19 has affected this handicraft sector in three major ways: by directly altering the production and demand, by lowering supply chain and completely market disruption, and by its financial impact on firms and financial markets (*Spicer, 2020³³*). Although handicraft sector in MSMEs has provided local job to migrated people and skilling them and more of the worker updated their life from worker to entrepreneur. Even A large number of MSMEs are closed or operating with reduced workforce. Resumption of the handicraft industry as part of MSMEs may require a social and leadership support specially women support for developing post-COVID resilience in their business process (*Khurana et al, 2021²³*). The restarting of business operations globally during and post pandemic will require improvements and shared responsibility of all stakeholders to build more resilient supply chains which have innovation and sustainability at their core. To achieve more effective, efficient and agile procedure, organizations must identify and measure its performance metrics by benchmarking and implementing the solutions that simplify and strengthen end-user communication. There is need of the information and insight for logistics teams to make smart management and effective decisions. In this context, there is need to

re-analyse the business performance in handicraft sector and make the businesses more resilient for future disruptions.

As we know that handicraft sector as part of MSMEs is resilient business sector and is an Aspiring for increasing the efficiency, effectiveness and optimization of such business resilience against disruptions is a crucial step. Specially the concentration of industrial capacities and economic activity into smaller and more efficient sectors like handicraft sector, up to the international level, has produced highly lucrative yet fragile supply chains, and economic exchanges whose disruptions could have significant effects in unexpected areas (Xu et al. 2020)³⁶. A highlighted focus on risk management in case of MSME is increasingly very important, especially as related to qualification, selection, and on-going monitoring of third parties. By the implementation of new solutions, and strategies we can reduce vulnerabilities because the COVID-19 pandemic has taught many organizations the hard way that they will have to reduce their global supply chain vulnerabilities and ensure reactivity.

As the COVID-19 pandemic is continue spreading and affecting at a global level, the policymakers as we called government and supply chain professionals have stepped up their efforts for women artisans when it comes to redesign their networks. A large section of Employees of every organization are afraid, demoralised, and afraid of job cut or reduced salary. It is the need of the time to deal with the above challenges concisely and to maintain the post-COVID-19 resilience and develop adequate policies to handle such pandemic in future. In order to achieve goal there are a lot of challenges that require supply chain resilience to ensure that the businesses of handicraft remain sustainable. Globally supply chain professionals are increasingly discussing the new coronavirus variant called VOI and VOS (COVID-19) situation with researchers, policymakers and stakeholders to find ways to lessen this short term fallout.

About 56% of the people have involved in agriculture and related industry and a massive share of the GDP in income of country. It contributes around 46% MSMEs of the entire economy of India and most of the people create their livelihood from handicraft sector. This is one of the primary sources of employment in the country after agriculture. Mostly Indian majorities of rural and tribal population (70%) in which 75% are women artisans as published in craft council of india (2011) living in 18 state of country in more than 6 lakhs, small villages and they depend upon the agriculture and small scale and informal industry. It is now called Handomen craft because in this sector specially women work directly or as assistant of family worker in the global term which indicate that the development of India holistically depends on handicraft sector. Every year near about 50 lakh people are becoming unemployment, and if we see within last 15 to 20 year the interest of handicraft artisan has been decreasing day by day in the current year but if government provide proper facility and increase the best source of new employment generation then problem can be handle.

Performance of MSME sector:

As per the latest MSME census data published in 2015–16, there are 63.39 million enterprises in the country, of which 36% of the total 63.39 million are engaged in trade and related work, 33% are in other services, and the remaining 31% are involved in manufacturing activities. And maximum of that data 68 % are in handicraft sector Further mentioned data clarify that MSMEs are engaged in almost all Indian economic activities. Given data also show that (51.2%) of MSMEs are located in rural or semi urban areas and second largest job creator, providing employment opportunities to a whopping 110.99 million Indian people (Gol, 2020)¹⁴. But due to lockdown and pandemic the performance of MSME (handicraft sector) has been slow down. Trends of the growth rate of MSMEs presented in **Figure 1** show a steady increase in the number of enterprises from 1977–78 to 2006–07; the enterprises grew to an average of more than 15% during the aforesaid period. However, a rate below the double-digit growth rate was registered between 2006–07 and 2015–16. The 2015–16 MSME census data show only a nominal growth (4.5%) of MSME units in 2015–16 over 2013–14.

Figure 1 Growth trend of MSMEs enterprise since 1977 to 2017 before pandemic.

Figure 1 feature here

Impact of covid 19 on handicraft industry (MSME)

Although it is too early to conclude on the actual impact of COVID-19 on the MSME sector, but

based on short surveys conducted by academicians and researchers, market players indicate that the sector has been impacted considerably during and after the lockdown.

Economic concept of entrepreneurship.

Many economists revealed that entrepreneurship and economic growth will take place in those circumstances where economic conditions are in favor of the business environment. The main advocates of this theory were Papanek and Harris. According to them economic incentives are the main forces for entrepreneurial activities in any country. There are many economic factors which promote or demote entrepreneurship in country.

After post pandemic Indian artisan fully helped in boosting economy through involving MSMEs or by making handmade product to supply the product and stop the migration of labour or worker to go other country or place. So, there is requirement of entrepreneur them by which they can be cam as entrepreneur and can earn money. A businessman can make business out of an unoriginal business or product idea. He enters existing businesses, such as franchising and retailing. He chooses profitable business idea regardless of whether it is his original idea or borrowed from somewhere else. Entrepreneur is an inventor, first create a product. That is why an entrepreneur starts a start-up whereas a businessman starts business and they choose profitable business idea regardless of whether it is his original idea or borrowed from somewhere else. Entrepreneur is an inventor, first create a product. That is why an entrepreneur starts a start-up whereas a businessman starts business.

Scheme for Development of Entrepreneurship:

PM Kaushal Vikas Yojna, Hunnar Haat yojna

UDAAN

MUDRA Yojna

2. Objective

- To understand the performance women in MSME (handicraft sector) and impact of pandemic COVID-19 in India
- To measure the employment of women artisans in the handicraft sector and make them as entrepreneur.
- Develop new strategies for increasing the demand and supply of handicraft products in the modern world.

3. Literature Review:

When we view the importance and want to develop the strategies for the development of the handicraft sector in India then there is large gap in literature review. Dak⁴ in his study pointed out why crafts and culture of the village are failed and seen that due to low-quality of poor product design and deficient market approaches. This is the reason that machine-made craft has lockout village craft. Florence⁵ has suggested some strategies to improve the quality of markets for village crafts and supply of scattered and unsystematic crafts. R.B. Choubey³³ (1978) has done the work in his paper Titled "Problem and Prospect of weavers in Bihar" that what are the major problem of weavers. Khurana, S.*et al* (2021)²³. "Now is the time to press the reset button: Helping India's MSMEs companies to become more resilient and effective in overcoming the impacts of COVID-19, climate changes and other crises the financial crisis upper given topic by Venkata, in his paper titled 'Indian cooperative review'. Public policy in India (2002) there was a report published by the name of the "public policy" and it had attached a lot of the importance to the village handmade product.

There are about 20 million people that are engaged in India in this sectors, and only in the handicraft sector there are 70 lakh workers are involved in the handicraft sector with 6% GDP and 34 % of export in 39 million SSI and 8000 type of handicraft product. "Indian handicrafts" by Kamala Devi Chattopadhyaya²⁶ has studied about the Indian handicraft product that is related to folk tradition and gentle culture and individual and conceptual work done on regular and development of tradition work.

Khan Amir²⁵ (2013) Handicraft is such a product that when a buyer likes it, he is prepared to pay the price, which may be far more than the standard price of the product. Handicraft products may be categorized based on price, export on the domestic market, ease of maintenance, ease of storage, utility value or decorative value, and modernity or traditional orientation. Mohi-us-din, Mir & Bhutan²⁸ (2014) have worked on "A Study of the Impact of Government Policies on Marketing Strategy of Handicrafts" and found that Handicrafts are the unique expression of our community and culture. A large group of population is directly or indirectly depends upon handicraft industry for their livelihood.

Khan, W. A, and *et al* (2013)²⁵ they published their research paper on "Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications" and noticed that handicraft sector depends on how well the artisan can produce the article of handicraft by and how they introduced it as four P like as place, price, production, and last is promotion. Ritu Agrahari³² (2017) in her paper "Role of government and non-government organizations for production and marketing of Chikankaari craft in Luck now" she has focused the role of Govt.

Moreover, NGOs in the handicraft sector in Uttar Pradesh, especially in Chikankaari in luck now. In the 2018 ministry of textile²⁹ submitted an End review report on "Zero defects- Zero Effect-A report has been submitted by the Ministry of Textiles Striving to Promote Production, Employment, and Exports and the contribution of 7% of industrial output, 2% GDP, 15% Indian export earnings. Tamal Sarkar³⁴ (2011) has concluded that the entire handloom and craft sector is situated in a geographic concentration called a cluster, and he highlighted that artisan of these clusters face a lot of problems in which there is no relation between artisan and buyers.

P Mathew²⁷ (2011) said that our country is one of the critical suppliers of handmade crafts in the global market but not cash upon its opportunity by their experience production and tremendous craftsman. Kamala Devi Chattopadhyay²⁶ in her book 'India's craft tradition' has given in-depth scenario of the country and Jaya Jaitly in her paper 'Craft tradition of India' has focused on some crafts persons and drudgery of their life and she noted down that artisan life is so hard and the condition of the weaver in Fatehpur Sikri that make jewellery for tribal people is not better. Ahlavat vanita¹ (2018) in her Paper titled "an analysis of growth and association between labour productivity in India textile industry" has discussed in her paper that most of the labour are women in the textile industry. A study conducted by Roy, Patnaik and Satpathy (2020)²⁹ for 747 small business enterprises found a drastic fall in the growthrate of net sales by (-)66.7% in the first quarter of the financial year 2020–21. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis.

A study conducted in Tamil Nadu reported a possible revenue shortfall of more than 60% in the MSME sector of the state with handmade product (The Economics Times, 2020)³⁵. The cash flow and working capital of these MSME sectors had completely collapsed during the last few years due to demonetization, and before making a complete recovery from the crisis, COVID-19 worsened the situation. Pandey and Pillai (2020)²⁹ conducted a study covering 5000 MSME enterprises during the lockdown and found that 71% of them could not pay salaries/wages to their employees for March 2020. Being one of the highly labor-oriented sectors providing more than 114 million employment opportunities, the MSMEs are to be safeguarded with required provisions.

A study by Kulkarni and Varma (2019)²² on Pena Industrial Area, in Bengaluru, one of the largest industrial cluster in the country, found completely crippled MSME units in the area. This cluster has more than 10,000 MSME units, of which a vast majority of the units are working only one shift in a day or working for only 3 days in a week due to the slowdown.

Research Methodology

Sampling method: A qualitative method has been used to examine the role of Government in the ODOF scheme, for the present paper author interviewed with different artisan, and through various reports such as UP Government and journals. Stratified Random sampling method has been followed in sample area was Bhadohi and Banda of Uttar Pradesh. Sample size was 100. 50 from Bhadohi and 50 from Banda. For this mostly primary data was taken for paper while secondary data was only for literature review and taken from different paper and magazine. For the present study, primary data were collected through questionnaires and interviews during field survey by asking questionnaire from respondent. Secondary data has been collected from the statistics department, planning report on handicraft, economic survey report various research papers.

Sample area: Sample area was Bhadohi in east Uttar Pradesh and Banda in south Uttar Pradesh as well as Kumbh Mela where different handicraft product are sale and purchase with help of Hunar hat. One District One Product scheme of Uttar Pradesh where different district handicraft product, producer come in maagh Mela and set up their stall and sale and purchase. In bhadohi area it has been seen that most of the artisan were related to weaker sector and Muslim even number of worker were women in sample visit and in Banda district mostly tribes were artisan but manufacturer wee middle class artisans.

Sample size: Total 100 sample were taken from both selected district of Uttar Pradesh. 50 sample were taken from bhadohi district and 50 sample were taken from Banda district of Uttar Pradesh Gopiganj, Oonj, Nagar palika, Modhe, Tedhi puliya, Parasapur, Makddoompur area were centralised for sample survey in Bhadohi

In Banda Bankyotha, katki Bajar Banda city and Kane river bank village are centralized sample area during sample survey. Secondary data has been selected from various report that is from NSSO and NITI Ayog report 2019 and PhD chamber of Uttar Pradesh, some NGO report Jila udhyog sangh of Banda and Bhadohi from Uttar Pradesh for data analysis. Sampling Method:

Sampling was selected as stratified random sampling method and data has been analysed using appropriate tool and software specially SPSS software.

Data analysis and Findings.

SPSS software is used to analyse the data and calculated the frequency and standard deviation also find out the range and applied correlation and percent of the artisan and workers and calculated cumulative frequency and total no of respondent is 100. For data analysis please see table 1

table 1 feature here

Association of Artisan with different group:

Following data in which it has been discussed different artisan who are associated with different group. Out 100 % maximum artisan is related with producer company that is 41% and some artisan for example 22% artisan are related in craft sector and NGO and SHG in which women works are about 15 % the group of artisan. But during lockdown this association decrease because the export of handicraft product is completely locked and affected the artisan as well as workers. Data has been shown in table 2.

Table 2 feature here

Association and Composition of the labour:

In the following data different artisans who are associated with different groups has been discussed. In the SHG group, 72% of artisans and workers are women. If we discuss in the composition of the labour then they are divided into four categories. 35% Family labor, 11% Casual labour, 45% Contractual labour, and 5% Regular labour. Ahlavat vanita¹ (2018), in her Paper titled 'Analysis of growth and association between labour productivity in Indian textile industry' has discussed that most of the labour are women in the textile industry.

Graphical representation of the composition of the labour.

In the following bar diagram, it has been clear that most of the labour is in actual contract labour, and the second label is family labour. For composition of labour please see figure 2.

Figure 2 feature here.

Comparison of handicraft product with the machine-made product

If we compare the handicraft product with machine-made product in current situation, then it is clear that 70 percent handicraft product is better than machine-made product. When we see in the machine-made product then there is finishing, but variety and hand technique is not correctly seen in

the machine-made product, another factor is that machine-made work is destroying workforce, and it has reduced the per capita income of the people and also reduce the GDP of the country. Specially Skill, quality, and income are better than machine-made product because in handicraft sector rural and local people get job quickly and it shows the inclusive growth of the lower to middle people. For comparison with machine made product please see table 3.

table 3 feature here.

To whom do your sale your product

We know that most of the people which are related handicraft sector are sale their handicraft product to importer and in local market as well as in international market but the question has been arises that to whom they should sale their product or to whom they export their handicraft product this has been explained and the share of the sale percent has been described below in the paragraph.

- 1.consumer
- 2.local market
- 3.contractor
- 4.town
- 5.export

This has been explained on the basis .they sale their product to consumer by percent 5% and in local market 7%and they sale their handicraft product to the contractor 30% and some time they sale their product in local market 22% and most the handicraft product are in foreign as export 36% and the total percent the handicraft product we can say the most of the high safe and to insure and afford the high frequency of the export the handicraft product in the international market is 36 percent . This export of product inflow the currency in india and upgrade the per capita income the Indian people and increase the gross national product GNP and GDP of the country. This data was before the pandemic and now situation of export is decreased. We are seeing from the below the data that handicraft exporter also export their product to contractor either they are from the india or other country there is less demand of the handicraft product so it should to pay attention the government to distribution of the product in local market as well as in to consumer in the two near market and for house hold purpose if there will be proper branding the handicraft product in india then then there will be maximum demand the in to country and in local market as appropriate cost .please see table 4

Table 4 feature here

Graphical reprenstation of the sale of handicraft product in bar diagram before pandemic.

This situation was before pandemic in which exporter given answer that to whom they exported.

Figure 3 feature here

Source. figure designed through SPSS tool during analysis.

Findings

From data analysis we have found that before the lockdown and after lockdown situation is different. Finding is completely based on respondents answer before the lock down and after lockdown. Even data that has been analysed is more but cannot put here so only answer of respondent that given during interview I am wring in this paper as a finding and some finding is also base on secondary data through literature revives.

Reason for lagging the handicraft product.

Due to the spread of education amongst community of women, they are leaving the traditional occupation. No support to artisans from company owners, any organization EPEC, and from Govt.Lack of identification and proper documentation of languishing craft has created a significant challenge. The subsidy has been decreased, there is no help from Govt.There is no proper marketing

of handicraft products in the central area and market area or showroom because there is a high cost in making showroom for handicraft products. There is no handicraft development centre for proper development. Declining manufacturing output adversely impacted jobs in the sector during and after the lockdown period. According to Vyas (2021)³⁷ job loss has been significant in the manufacturing sector during the lockdown period and recovery has been very slow during the post-lockdown period. The household data published by the Centre for Monitoring Indian Economy (CMIE) indicate that the manufacturing sector created 40 million jobs in 2019–20. In the first quarter of 2020–21, the previous year employment figure dropped to 24.6 million, implying a loss of over 15 million jobs. It recovered to 28.1 million in the second 4th and then to 28.8 million in the December quarter. This is the biggest shortfall is still quite high at 10.4 million. More importantly, every major manufacturing industry, except pharmaceuticals, employed less people in all three quarters of 2020–21 compared with the employment in 2019–20.

The loss of jobs in the handicraft industry a part of MSME and services sectors can be corroborated with an increase in unemployment rates during the lockdown. The monthly unemployment rate data published by CMIE are presented in **Figure 4**, which shows that the unemployment rate was more than 20% during April and May 2020. Importantly, as the economic activities picked up in the latter part of the post-lockdown period, the unemployment rate subsided and followed nearly a similar trend as during the previous 2 years

. Figure 4 feature here

The lockdown also resulted in a complete freeze of more than 60% of economic activities that were carried out by the MSME sector in India. However, the MSME manufacturing firms, which produce agriculture-related goods, have not been considerably affected due to the lockdown. Moreover, the growth rate of net sales of micro and small business units declined significantly during the post-lockdown period. A study conducted by Patnaik and Satpathy (2020) for 747 small business enterprises found a drastic fall in the growth rate of net sales by (–)66.7% in the first quarter of the financial year 2020–21. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis. An initial estimate shows that small business organizations with an annual turnover of INR 25 crores and below experienced a sharp decline in sales by (–) 25.3% during the first quarter of 2020–21.

According to a report published in the Business Line, a 5% fall in GDP during 2020–21 will lead to a drastic fall in the revenue of the Indian corporate sector. The MSME sector will especially face more severe fall in revenues. The MSME sector will see a revenue fall of more than 21% during this fiscal.

Strategies for Development of Handicraft Sector in India

For developing the handicraft sector, there are many strategies, including **Handomen (Handicraft women)** strategies and handicraft App. We have classified the strategies into 21 different levels to understand and cover each topic.

Level of strategies

The author has developed the twenty-one model Concept of handicraft strategies (also called Twenty-One Model) means TOM. Please see in figure 5.

Figure 5 feature here

Labour and Handomen (handicraft women) strategies.

For the development of the handicraft sector, we will have to ensure the development and empowerment of labour or artisan and women because in our country as well as in the world, more than 72% of women are engaged in this sector. Female Labour that is engaged in handicraft sector either with NGO or SHGs and family will have to promote and provide the opportunity to skilling and training development and becoming handicraft entrepreneur to women. There should provide labour scholarship and scholarship to girls and women award by the institution and by Govt. This will help the product and sale purchasing quality and work-life of these women and increasing strategies.

Handcrafts App Strategies.

in this there should be unique feature of Women hand logo in this app. In modern time there is requirement of particular App facility in electronic gadgets like every mobile phone at its assembling centre must be known by unique name of handicraft App. It is demand to develop a handicraft app for the promotion awareness and sailing, purchasing, exporting, handicraft, related product, information.

It can be revolutionary trump card in the sector of handicraft for the development and area of origin of product. This revolution will change the route of handicraft industry and global knowledge of craft product. By handmade product to Appraising the quality of the artisan with all people and nature they want to live in sustainable green world. This will provide avoidance of plastics and preservation of their heritage and culture with art and quality of artisan with E Bay knowledge of handicraft product.

Opening handicraft related institution

Like IIT and IIM there should be setup Indian institute of handicraft technology and Indian institute of handicraft management in every state of the country because this is the need of time if we want to be Atmnirbhar and to compete with other country in MSME sector. There should be a separate chapter in economics book like Indian economy of handicraft. It should be at school level and college level by which student of India become aware about handicrafts products and think for its development, and there should be cluster-based approach for development of tribal people and rural artisan in which route should be Inspiration-Ideation-Implementation-Cluster Development- cluster feature. Now this is called handicraft expos mission (HEM) strategies, cluster-based strategies (CBS).

Region-based strategy or local Strategies

At this level there should be appreciation to the women artisan by educated people of the village, by rich people to produce handicraft product and provide some cash prize, advertises their handicraft products and more of the related people should purchase the handicraft products in local Haat, Mela or market. The village haat of handicraft product with other agriculture products.

Town haat of craft with mixing of different village handicraft specific products like ODOP to start One block One Product(OBOP) It is the responsibility of gram pradhan,jila panchayat member to setup handicraft hoardings at the place to place and try to connect with a strong tradition and proper celebration of fair function in the local area and to invite the artisan to give award them for better art and craft formation

Regional Strategy

There should be a listing of different handicraft products in Jail Udhyog Sangh. In local Haat with all other product, there should be at least 20 percent handicraft product in the local market, and it should motivate the customer to purchase the handicraft product as a utility product instead that they purchase the product from other countries. Then the mental level and financial level of artisan will upgrade, and they shall motivate for the product. In one district, one Product scheme should be accessible between the artisan and customer. They are also provided the specific facility to highlight the product on media. There is arrangement of prize, subsidy and financial support by the govt. Each district has specialized with a unique product. There should be organise proper exhibition in the specific city like capital of the province, there should be a proper exhibition for the handicraft product at regularly to motivate and advertise.

National level Strategy

There should be more frequent and centralize strategy at the national level to promote and initiate handicraft banking by the government providing grant to women artisans, subsidy, loans at little interest. Moreover, popularise the handicraft product at national level that each region people even ordinary people become e aware about the national and handicraft product with artisan, place of product, nature of product scope of product, utility of product, traditional demand of product, cultural connectivity of product and eco-friendly. There should be proper supply chain as said by Kaviani, M.A. et al (2020)²². system of supply chain should not break, please see figure 6.

Figure 6 feature here

For realizing the current role and importance of handicraft sector, Handicraft commissioner took the initiative to invite the team of trade and industry, CEO of social media like Google, Facebook Olx, Ministry of Finance, Textile, Economy and Planning, NITI Ayog, general organization of technical education and vocational training, all India credit and saving banks of public and private sectors and

council of Indian chambers of commerce and industry all these can play an important role in promotion of handicraft product and as well as artisans.

Strategies at the Government level and Schemes.

Even Govt has changed the definition of MSME now it is only on the basis of investment and turnover. The ministry of minority affairs launched a skill training program to enhance the skill level in minorities community namely USTAD and it is a grand scheme for minorities and especially among weavers.

This excellent scheme helps development of handicraft sector also, by this scheme, people can start their handicraft start-up at very minimal expenses, other schemes such as Start-up India Scheme, Make in India scheme, TIES (trade infrastructure for export scheme). GEM government E- market place scheme, Transporting and marketing assistance (TMA) scheme by which seller can sell their items through SWAYATT scheme. This is a unique handicraft Pahal scheme for creating own capacity, art and craft technology development by rural and schedule tribe people in weaker state, Creative India Innovative India this tag line describes that innovate and create techniques for better design of handicraft products.

Government has taken major initiative in setup Hast Sankul Kendra in different state providing GI tag to the best and its original product and for the labour welfare. There is a new scheme called Yogi maandhan Shram Pension Yojna and there is provision of pension of 3000 per month for unorganized artisan labour and workers.

International strategy

This is very important for the growth of Indian economy and GDP of the country, but there is requirement of better soft cultural policy with other country because it play an essential role in the development of handicraft product because it is related to our local tradition and culture. So it is mandatory for Indian government to promote the soft cultural policy. There should be international expo mart in different country at time to time, an international exhibition of handicraft product in different countries with the help of EPEH, ministry of corporate affair should try to work and provide financial support to the exporter. They should be providing cash award for promotion of handicraft product to maintain the capacity of the export of handicraft product in required country like as gulf country, western country, USA and Canada.

Newspaper and media publication and security of exporter is our priority for the development of this eminent sector. Geographical indication GI tag, E-marketing, proper information of foreign buyer, national and international handicraft park and storage can promote the handicraft sector and artisans can be as entrepreneur

There should be a better international relation of India with other countries because when there is proper interchange of cultural and tradition of one country with another country, then export of handicraft product will be accessible in those countries.

Like the Environment and yoga syllabus, there should be handicraft syllabus in school education and should be essential for this to start as a subject related to the handicraft, cultural and traditions book.

Local Newspaper and media should publish the report related to local handicraft industry product daily on each product that is famous. In local Mela and Haat or exhibitions, it should be essential and put 60% product of handicraft with each other. Licensing system should be removed entirely for these products in place of license system there should encourage the development of Certification and Regulation system of tag process like as Local tag should be a priority for the local level. TV advertisements should be free for their product or at little cost. There should be a search for the targeted market in-country and the local area with the Indian trade promotion organization. It should be an organized buyer-seller to get together meeting in proper time at local and national and international levels for the development of handicraft. There should be proper information to a foreign buyer with the help of foreign EPEH, ITPO. It should start the scholarship and fellowship program in the neighbouring country, especially for handicraft worker that are expert.

Producer level strategies

There should be a low-income tax for handicraft products at the national level. The fund that is obtained by the government should be 5% of these taxes and should be used for the branding of the handicraft product. Proper complaining of the P2M promotion and positioning of the market supply raw material should be sufficient and at a reasonable price. There should be up-gradation of the

technology and updating of the capacity of the skilled labour. Currently, total export in India is expected to increase by US\$3.8 billion by the financial year 2020-21.

Highlighted marketing strategy

So, the handicraft one of the rapidly booming industry with a growth rate of 15% known across the globe for its fine tradition, beauty, and culture. There are two critical facts about the Indian handicraft industry; one of the most significant parts of the Indian small-scale industry is the handicraft sector industry. Continuously to explore untapped market, digital marketing and the way forward for the handicraft industry to business, inadequate platforms to advertise and publicized to find a suitable and sustainable market for their respective product.

Artisan and labour (worker) related strategy.

For artisans related strategy please see figure number 7 in following page
. Figure 7 feature here

Traditional and heritage base strategy

For this popularise the city with handicraft product origin, region, name of craft and it should be special in temple area of the product artisan has to free bus services and there should be celebrate craft fair like as toy fair in 2021 inaugurated by and maintain the heritage and tradition of its local culture.

Pat yarn Strategy

In this plastic yarn are used. This is the new technological strategy in which modern carpet exporter are following the western patterns, and there is much demand for these types of products, and in all textile, industry is also following plastic yarn in this strategy.

E-marketing trends in India

E-marketing and E=mc² formula strategies: Like as E NAM of government of India E-marketing can also be used to exploit the internet and another form of electronic communication to communicate with targeted market of handicraft products to upgrade the most cost-effective ways and to enable business partner. Organization have very hot joint interest in handicraft sector because it is very supportive than the manufacturing. So we can say that there is significant benefit of e-marketing which has been given below **E=mc²**. Employment is equal to multiplication of marketing, cost, and customer in which all will play advance role in marketing

Brand building and Customer-related to handicraft App strategies.

Branding building is more recently used the term in case of handicraft products. There should be two-way interaction between the women supplier and customers and between customer and market liking agent. Furthermore, there should be an appointment of a customer relations officer in the handicraft Sector in Company by the owner and by the government, Church and Gurudwara.

Strategies in Tribal area

TRIFED played an important role in pandemic situation. Better strategies for development of poor people of Indian schedule tribe there is requirement of proper and at first appreciation of tribal people for their traditional craft production and provide much and more award to appraise them in this way they will promote and will come in mainstream of development and will maintain their culture and slowly they will adopt advance and new culture of rest world. It has been clear that from their forefather that there should be setup of the showroom for the tribal art and craft by TRIFED. Generally, women in tribal people are a nature lover, and they are conservative as well as forest protester and made most of the handmade products through uses of bamboo, wood, Sarepta, Banana leaf, Gum of bamboo.

Strategy and Vision for New and Hi-tech by which India can compete in the world market of the handicraft sector in NEW INDIA.

There should be a buyer seller meet in India and compliance social welfare and other cultural exchange program market study abroad road show standalone show, folk craft festival in tribal and rural area international exhibition, opening of handicraft museum in other country like gulf and middle east and in Europe. Exporter should open design bank, arts and craft school in Indian village, marketing and sourcing hub in Metro cities and in religious center of country.

Emporia and mini Haat mini craft show in village and integral handicraft part like apparel parks and textile parks infrastructure and provide technological support to the artisans and owner. Proper assistant to women artisans and entrepreneur as well as to women designer and prototype

developer in craft industry, developing integrated and technical project for fast growing handicraft product, all handicraft institute should be converted into handicraft university like petroleum and sports university in India.

Strategies to Boost Exports

For boosting export, there is a requirement of proper term and condition for importers and exporter that is 1. exporter of any product would sale 20 percent handicraft product in another country 2. importer of any country any product will have to import at least 24% of Indian handicraft product. Promote Collaborative exports there should be Apparel and Contract textiles, attract investment in textile parks, and Export traditional garments under the **G2G** initiative and use handicraft App strategies to boost export.

Digital training of artisan strategies.

In this system, there are different mobile information available the YouTube, and particular handicraft for the training of labour or nonskilled labour so they can learn everywhere as they get time with the help of handicraft app and YouTube channel. There should be handicraft road where these type of cluster are situated and on the roadside.

Sustainable and green handicraft product strategies

In current scenario there is requirements of to pay attention to production of sustainable and green handicraft product to promote the environment liking and biodegradable product. For this solar energies are premier source for power supply and there should be maximum use of raw material related to agricultural or soil-related and with unique technique.

FDI and FII related strategies.

For the better promotion of handicraft product in India and increasing the production and demand in global market, there is requirement that if any Indian people is investing in other country there should at least one specific and one small unit set up that country and same conditions for FDI investor in India that they setup at least one Indian handicraft unit in India and showroom where India handicraft producer will be produced and sale or purchase and similarly for FII investor that they invest in handicraft sector and there is requirement of opening a handicraft commodity exchange centre in India.

Social media and ad strategies

However, following trend will be most useful for the promotion and upgrading with to become world most significant exporter of handicraft product to India there should be proper sharing and use of social media like as Facebook, YouTube. On Government documents cover page there should be our handicraft product pictures, artisan quality, external body of airplane, that are private and regular across the country, it is the demand of time now to be digital.

Entrepreneurial strategies for women artisan after COVID-19

Many economists revealed that entrepreneurship and economic growth will take place in those circumstances where economic conditions are in favour of the business environment. The main advocates of this theory were Papanek and Harris. According to them economic incentives are the main forces for entrepreneurial activities in any country. There are many economic factors which promote or demote entrepreneurship in country. After posting pandemic Indian women artisan fully helped in boosting economy through involving MSMEs or by making handmade product to supply the product and stop the migration of labour or worker to go other country or place. So, there is requirement of entrepreneur them by which they can be cam as entrepreneur and can earn money.

Start-up India

women have largely engaged in handicraft sector when this scheme was launched by govt. It was restructured and made flexible so that anyone can open start up in handicraft and MSME sector and also Govt provided facility to easy loan to new Start-ups and it was started under department of industrial policy and promotion. This campaign was first announced on 16th January. It is focused to restrict role of states in policy domain and to get rid of license RAJ and hindrance. Start-up is an entity that is headquarters in India, which was opened prior to seven years, for biotechnology start up not prior to ten years, with annual turnover not exceeding 25 crores in any preceding financial year.

Atmanirbhar Bharat Scheme.

during lockdown period for boosting Indian economy to stand as manufacturing hub on global map Indian prime minister stated and launched a Scheme name Atmanirbhar Bharat Abhiyan on 20 May 2020 and provided big package to MSME. this was become so much famous that Indian women artisan started their own business and manufacturing their own product national textile park will be launch in 2021. *Vocal for Local*. PM also given a slogan for artisan and skill people of India to make article and products for local people to increase the demand and export the material and making hub of manufacturing not importer from other country in MAN KI BAAT of pm vocal for local and one district one product are new strategies for development of artisan to set up new company and be self-Dependence or atmanirbhar India people.

One District One Product (ODOP)

Based on japan government for initiating to make their local hand traditional Craft first UP government launched one district one product scheme on 24 feb 2018 in all 75 districts to promote local and heritage of UP and same scheme has been launched by Indian government in January 2021 and declared in union budget 2021 by finance minister of India. In this maximum, interest seen by women. So this scheme will expand in all field of handicrafts and as well as MSME to boost Indian economy in COVID-19. Aadi Mahotsav organised by TRIFED and Maagh Mela, Hunar Haat are helping in to completing the aim of government to be atmanirbhar Bharath by ABHA 2020.

AADI Mahotsav by TRIFED

In 2008 this has been started for development of skill, capacity building, making entrepreneur of artisan to increase the income, boosting economy of country, living standard of tribal people and this scheme played a crucial role during pandemic COVID-19 lockdown period. There should be special adi mahotsav for women artisan in different mode.

Govt policy for mitigation of pandemic effect in MSME sector (Helicopter money)

Another possibility for mitigating losses due to the pandemic is for the governments to take a more active role. Governments can undertake financing for emergency requirements by issuing debt. However, this mechanism leaves future governments vulnerable to interest rate changes. An alternative is to inject cash in the economy to boost consumption and facilitate recovery. This involves the expansion of the money supply by the central bank with the newly created money lent directly to the government. The central bank then immediately writes off this "loan". The government can then spend it on emergency healthcare requirement or other infrastructure projects. The distribution of the newly-created reserves has to be intermediated via the banking sector.

IT and computer technology & Handicraft Sector

In Promotion and Growth of Handicraft product and Training of artisans and making them as Entrepreneur IT and computer can play a crucial role of handicraft product as well as artisans in development either it is for supply, for design, selling, purchasing, training of Artisan and Capacity Building Programs of Artisans.

AI & Artisans Training.

In era of high completion of Handicraft product and Machine made product AI can play important role in capacity building of artisans and developing searching new design that handmade product become better and quality of variety. no fact it is the time now that artisan should take help of AI and Data Analytics for standing in market and conservation of our Art and Heritage in Fast Moving Globe.

Strategies for women securities and insurance

if we want to make empowerment the women in reality then there is requirement of women security by making act or policy and provide insurance and proper maternity benefit and young girl scholarship to the women artisan and grant or subsidy to new women entrepreneur. MSME ministry should be in women hand so they motivate and empower to understand the feeling.

Conclusion

women in MSMEs have been playing a key role in providing livelihood to millions of Indians. The sector also offers a substantial gainful non-farm employment in rural areas. However, due its nature of being unorganized and small size, the sector is highly prone to external and internal crises. COVID-19 has created an uncertainty in almost all segments of economic activities including the supply of raw materials, demand for final goods, and even employment opportunities. From this study that we all have seen a crucial role of women in the handicraft sector, the handicraft sector plays a vital role in

the development of Indian economy. It provides maximum unorganized employment to the rural and tribal and some urban people that are unskilled some may be educated, but these people have the character of making good quality of the product and maintain their craft, culture, tradition and Indian heritage, and also myth of Hindu and Muslims, as well as other religious sector of India. Most of the handicraft product are green and sustainable product.

Limitations and future Scope We know that with the advantage in this research paper like any other study there are some disadvantage or limitation first limitation are no combination of fully explained strategies only 100 sample area has been taken for making strategies, and this cannot cover hole problem by which make clear strategies. However, for significant validity of result, further research in this area should go for a larger sample size although strategies are industry-based, and artisan based and not on the full ground of consumer I hope these strategies will help to the government as well as artisans and exporter to attract the market and increase the export of handicraft products in global form helping in different scheme after poste pandemic COVID-19 and to be Atmanirbhar Bharat.

Famous terms (cluster-based approach), OBOP (one block one product), ODOP (one district one product), TOM (Twenty-One Model) concept of handicraft sector, 4W (common women welfare) HCRA (Handicraft App), EDP (Emporia Design bank) program, Hand omen Strategies.

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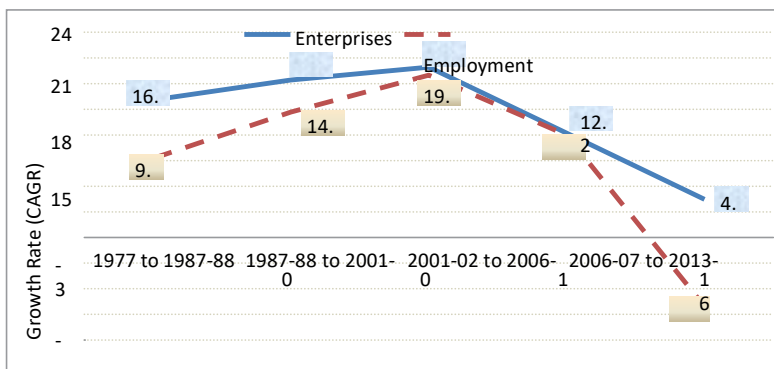
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Figure 1 Growth trend of MSMEs enterprise since 1977 to 2017 before pandemic



Source: Report of the Census of Small Scale Industries/Micro, Small, and Medium Enterprises, DC, MSME, Different Periods, Government of India

Composition of labour. Please see figure 2 below



Figure 2.

Graphical Representation of labor.

Graphical representation of the sale of handicraft product in bar diagram before pandemic.

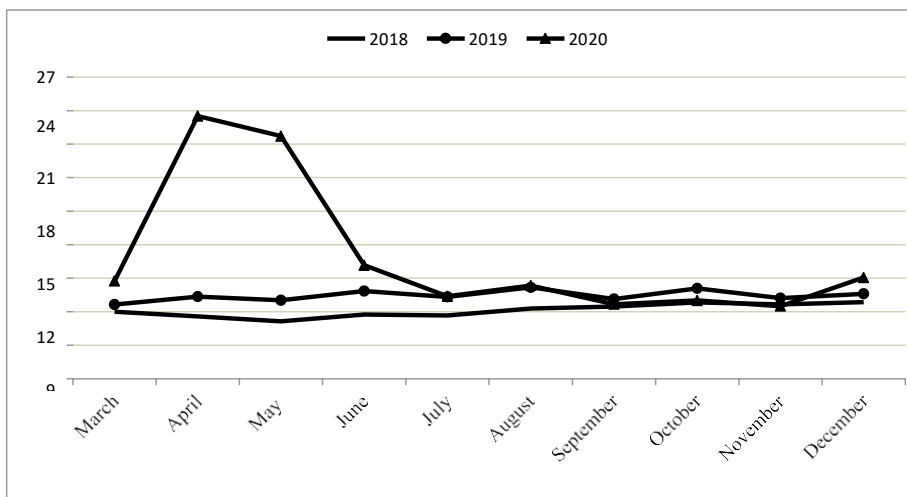
This situation was before pandemic in which exporter given answer that to whom they exported.



Figure 3. Graphical representation of the sale of handicraft product in bar diagram before pandemic.

Source. figure designed through SPSS tool during analysis.

Figure 4. Monthly unemployment rate in % in MSME sector.



Source: Monthly Series of Unemployment Data, CMIE, 2020

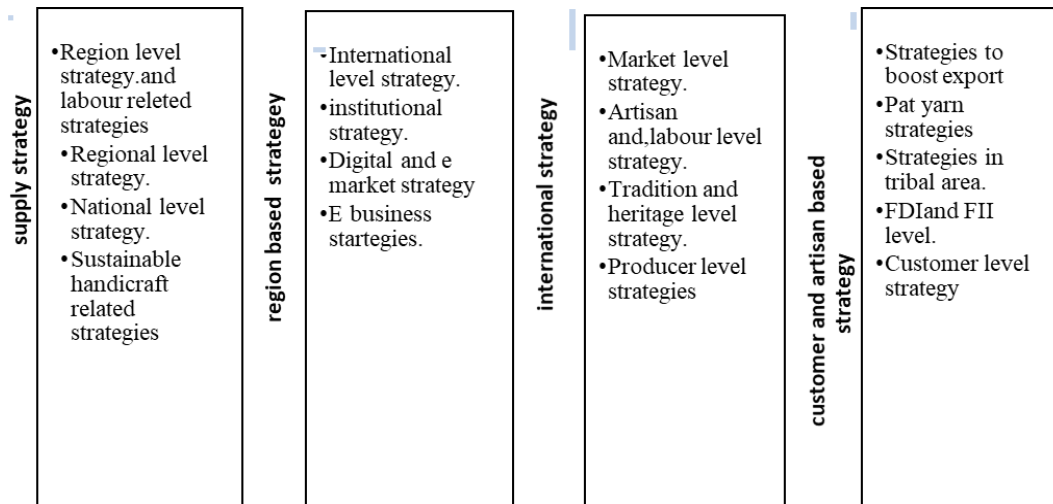


Figure5. Show the different levels of strategies and figures designed by the Author.

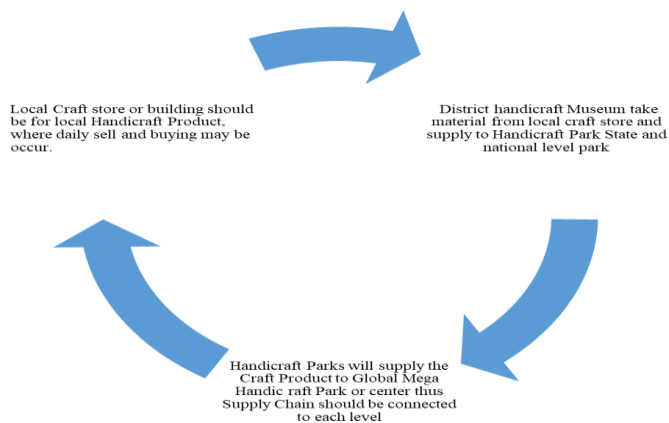


Figure 6. Showing the Supply chain of Craft Product from Local to Global Market.



Figure 7 Shows the artisan and worker related strategies and figures designed by the author.

Table

1. Data Analysis.

Data and item from questionnaire	Valid	Missing	Mean	Std. deviation	Range
What type of business	100	0	1.43	.462	1
Have get training for the work	100	0	1.30	.467	1
Design of the product	100	0	1.39	1.056	1
Use of handicraft	100	0	2.23	.742	1
Artisan are associated with	100	0	2.63	1.605	3
Production is carried out in	100	0	1.90	.689	3
Sources of the raw material	100	0	3.49	.714	2
Any difficulty to get raw material	100	0	1.36	.916	3
Nature of labour required	100	0	1.29	.482	1
Composition of the labour	100	0	2.16	.456	1
Is it your fulltime work	100	0	1.46	1.012	3
To whom do you sell your product	100	0	3.77	.500	1
Product is exported or not	100	0	1.51	1.602	4
Do we get expected price	100	0	1.57	.498	1
Do you get sufficient income	100	0	1.70	.785	1

Number of artisans is increasing or decreasing	100	0	1.48	.502	2
Flow of product is increasing or decreasing	100	0	1.48	.502	1
Consumption of the product is increasing or decreasing	100	0	1.57	.490	1
Comparison with machine made product	100	0	1.39	.461	1

Sources. Table is compiled by author.

Table 2

Table 2, Artisan are associated with different group

	Frequency	Percent	Valid Percent	Cumulative Percent
Women Craft cluster	22	22.0	22.0	22.0
SHG	15	15.0	15.0	37.0
Producer company	41	41.0	41.0	78.0
NGO	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Source: Field survey data compiled and calculated by author.